

DEPARTMENT OF HEALTH AND MENTAL HYGIENE

M00F03.06 CIGARETTE RESTITUTION FUND – TOBACCO USE PREVENTION AND CESSATION PROGRAM - FAMILY HEALTH ADMINISTRATION

PROGRAM DESCRIPTION

The Tobacco Use Prevention, and Cessation Program seeks to reduce the use of tobacco products in Maryland through implementation of local and statewide public health initiatives, an aggressive counter-marketing and media campaign, surveillance of tobacco use as a risk behavior, and evaluation. The Program's structure, content, and activities are governed by Subtitle 10, Sections 13-1001 through 13-1014 of the Health-General Article. Program funding is through the Cigarette Restitution Fund, established under Section 7-317 of the Finance and Procurement Article.

MISSION

The mission of the Tobacco Use Prevention and Cessation Program is to reduce the use of tobacco products in Maryland, thereby reducing the burden of tobacco related morbidity and mortality on the population.

VISION

The Cancer Prevention, Education, Screening and Treatment Program envisions a future in which all residents of Maryland can lead healthy, productive lives free from cancer or disability due to cancer.

GOALS AND OBJECTIVES

Goal 1. To reduce the proportion of Maryland youth who initiated the use of tobacco products.

Objective 1.1 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland middle school students that have smoked at least one whole cigarette.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion smoked whole cigarette	16.9%	16.4%	16.1%	15.5%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 1.2 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland high school students that have smoked at least one whole cigarette.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion smoked whole cigarette	44.1%	42.8%	41.9%	40.6%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 1.3 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland middle school students that have ever used smokeless tobacco.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion ever used smokeless tobacco	3.9%	3.8%	3.7%	3.6%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 1.4 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland high school students that have ever used smokeless tobacco.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion ever used smokeless tobacco	10.3%	10.0%	9.8%	9.5%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

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Goal 2. To reduce the proportion of Maryland residents currently engaged in tobacco-related risk behaviors detrimental to their health and the health of others.

Objective 2.1 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland middle school youth that currently smoke cigarettes.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently smoking cigarettes	7.3%	7.1%	6.9%	6.7%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 2.2 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland high school youth that currently smoke cigarettes.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently smoking cigarettes	23.7%	23.0%	22.5%	21.8%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 2.3 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland adults that currently smoke cigarettes.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently smoking cigarettes	17.5%	17.0%	16.6%	16.1%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 2.4 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland middle school youth that currently use smokeless tobacco.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently using smokeless tobacco	2.2%	2.1%	2.1%	2.0%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 2.5 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland high school youth that currently use smokeless tobacco.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently using smokeless tobacco	5.0%	4.9%	4.8%	4.6%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 2.6 By the end of CY 2004, reduce by 8% from the CY 2000 Baseline Rate, the proportion of Maryland adults that currently use smokeless tobacco.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion currently using smokeless tobacco	1.1%	1.1%	1.0%	1.0%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

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Goal 3. To reduce negative disparities in the prevalence of tobacco-related risk behaviors between population groups, especially targeted minorities.

Objective 3.1 By the end of CY 2004 reduce the negative disparity in current tobacco use between White adults (high) and Asian adults (low), by 8% from the CY 2000 Baseline Rate.

	2000	2002	2003	2004
Performance Measures	Actual	Actual	Estimated	Estimated
Input: Percentage higher tobacco use	212.5%	206.1%	201.9%	195.5%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 3.2 By the end of CY 2004, reduce the negative disparity in current tobacco use between African-American adults (high) and Asian adults (low), by 8% from the CY 2000 Baseline Rate.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Percentage higher tobacco use	205.6%	199.4%	195.3%	189.1%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 3.3 By the end of CY 2004, reduce the negative disparity in current tobacco use between Hispanic adults (high) and Asian adults (low), by 8% from the CY 2000 Baseline Rate.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Percentage higher tobacco use	194.4%	188.6%	184.7%	178.8%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Objective 3.4 By the end of CY 2004, reduce the negative disparity in current tobacco use between adult Males (high) and adult Females (low), by 8% from the CY 2000 Baseline Rate.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Percentage higher tobacco use	67.9%	65.9%	64.5%	62.5%
Outcome: Cumulative percentage reduction	Base Rate	3%	5%	8%

Goal 4. To sustain community-based comprehensive tobacco control strategies through the Local Public Health Component of the Tobacco Use Prevention and Cessation Program.

Objective 4.1 For FY 2004, review, approve, and fund school-based tobacco use prevention efforts in all 24 local jurisdictions.

	2001	2002	2003	2004
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Tobacco Grant and approved plan	24	24	24	24

Objective 4.2 For FY 2004, review, approve, and fund community-based efforts in all 24 local jurisdictions.

	2001	2002	2003	2004
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Tobacco Grant and approved plan	24	24	24	24

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Objective 4.3 For FY 2004, review, approve, and fund local programs for enforcement of Maryland's youth access laws in all 24 local jurisdictions.

	2001	2002	2003	2004
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Tobacco Grant and approved plan	24	24	24	24

Objective 4.4 For FY 2004, review, approve, and fund local tobacco use cessation programs in all 24 local jurisdictions.

	2001	2002	2003	2004
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Tobacco Grant and approved plan	24	24	24	24

Goal 5. To counteract tobacco industry marketing and advertising efforts by exposing target audiences to sustained counter-marketing and media campaigns.

Objective 5.1 By the end of CY 2003, deliver DHMH CRF Tobacco Program counter-marketing and media messages to 40% of the general population.

	2000	2001	2002	2003
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Proportion of population seeing messages	0	NYA	25%	40%

Objective 5.2 By the end of CY 2003, deliver DHMH CRF Tobacco Program counter-marketing and media messages to 40% of targeted minority populations.

	2000	2001	2002	2003
Performance Measures	Actual	Actual	Estimated	Estimated
Outcome: Proportion of population seeing messages	0	NYA	25%	40%

Goal 6. To change the existing environmental context in Maryland communities from toleration or promotion of tobacco use to a context which does not condone the use of tobacco products.

Objective 6.1 By the end of CY 2004, increase by 8% from the CY 2000 Baseline Rate, the proportion of Maryland adults who would support a proposal to make all restaurants in their community smoke-free.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion supporting smoke-free restaurants	63.0%	64.9%	59.9%	58.0%
Outcome: Cumulative percentage increase	Base Rate	3%	5%	8%

Objective 6.2 By the end of CY 2004, increase by 8% from the CY 2000 Baseline Rate, the proportion of Maryland adults who strongly agree that cigarette smoke is harmful to children.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion strongly agree	76.3%	78.6%	80.1%	82.4%
Outcome: Cumulative percentage increase	Base Rate	3%	5%	8%

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Objective 6.3 By the end of CY 2004, increase by 8% from the CY 2000 Baseline Rate, the proportion of Maryland households with minor children that are smoke-free.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion youth living in smoke-free homes	82.0%	84.5%	86.1%	88.9%
Outcome: Cumulative percentage increase	Base Rate	3%	5%	8%

Objective 6.4 By the end of CY 2004, decrease by 8% from the CY 2000 Baseline Rate, the proportion of Maryland middle and high school youth who live in households with cigarette smokers.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion youth living in smoke-free homes	42.0%	40.7%	39.9%	38.6%
Outcome: Cumulative percentage decrease	Base Rate	3%	5%	8%

Objective 6.5 By the end of CY 2004, increase by 8% from the CY 2000 Baseline Rate, the proportion of tobacco retail establishments complying with Maryland's youth access laws.

	2000	2002	2003	2004
Performance Measures	Actual	Estimated	Estimated	Estimated
Input: Proportion complying with access laws	74.3%	76.5%	78.0%	80.2%
Outcome: Cumulative percentage increase	Base Rate	3%	5%	8%

Symbols used: NYA – Not Yet Available

Notes: In FY 2002, the Department is conducting the first Annual Tobacco Study. The purpose of the first annual study is twofold. First, to pilot a sampling strategy intended to increase minority representation in adult survey data from what occurred in the Baseline Study. Second, to gain the participation of alternative public schools and Maryland's private schools in the Department's tobacco surveillance efforts. Thereafter, beginning in Fiscal Year 2003, the Department will conduct annual tobacco studies that essentially replicate the Baseline Study, with appropriate enhancements as determined by the results of the first annual study. To ensure that the data from the annual studies are comparable to the Baseline Study, the Department will conduct its annual surveys during the same period of time as when the vast majority of the baseline data was collected, September through December of each year.

Calendar years were used for goals and objectives whose data source are the baseline and annual studies. The majority of data collection will occur during the fourth quarter of each calendar year (the second quarter of the fiscal year). Thus, objectives more closely relate to what has occurred by then end of any particular calendar year than they would to a fiscal year which ends 6 months after the last data is collected.